Telis of Other Farewells.

# GRANADOS HEIRS ADED BY BENEFIT

Friends of Composer Give Gala Opera Programme at Metropolitan.

MORE THAN \$11,000 RAISED FOR ORPHANS

Unite to Swell Fund.

the participating artists, was held last piano. ight at the Metropolitan Opera House. the benefit was given for the six orman children of Enrique Granados, the On the bill was a collection of artists see time on any one stage. These artits were Ignace Jan Paderewski, Fritz fortun Treisler, Pablo Casals, Maria Bar- Senor Granados wore about his body. rentos, Julia Culp and John McCormark. Needless to say, the audience was of capacity size, while the police the auspices of the board of directors of the Metropolitan Opera Company, be made.

netted more than \$11,000, outside of a TWILIGHT GUESTS sale of Mme. Paderewski's Polish dolls by Mme. Paderewski, Mme. Casals and

Kreisler Accompanies McCermack.

theven Trie, op. 79, then came a group of songs sung by John McCormack, ac of songs sung by John McCormack, accompanied by Fritz Kreisier, followed
by a violin group played by Mr. Kreisler, accompanied by Mr. Casals. Mmc
Culp, accompanied by Coenraad V. Bos,
gave a number of songs, Mr. Paderewski a number of piano solos, and then
Andreas de Segurola, of the Metropolitan Opera Company, made a short address in which he read an excerpt from
a letter written to him by Señor Grana-Paderewski, McCormack, Casals,
Culp, Kreisler and Barrientos
Unite to Swell Fund.

dress in which he read an except from a letter written to him by Señor Granados two days before his death, which he received nearly a month afterward.

Mr. Segurola concluded by thanking the audience for its generosity in coming to the aid of the composer's chil-

dren.
The programme ended with songs by A benefit performance of an interest members, both because of the cause for chick it was given and the calibre of the times to the calibre of the cause for chick it was given and the calibre of the cal

# Total Earnings Lost.

When Señor Granados went down on the Sussex he took with him several thousand dollars in gold, which had been presented to him by the Metropolitan's directors the night before he

With the exception of one check this with the exception of one check this represented the composer's total earnings during his stay in America, and it also represented practically his entire fortune. The gold was in a belt which some the property of the prope

Subway Recapture Plans Laid.

The organization and nomination and to be summoned to drive away a committee of "The Society to Recantgrowd of disappointed ticket purchasers | ure the Subways" will make its report hich numbered at least a thousand.

The benefit, which was given under afternoon in the Machinery Club, 50 Church Street. Recommendations for the suspices of the board of directors municipal ownership and operation will

# It'S BLUEBIRD PHOTODAY

Pleture Exposition at Madison Square Garden. A wonderful time is planned for the thousands who attend. For the special entertainment of all we will show two BLUEBIRD FEATURE PHOTO PLAYS-10 reels of

FIRST NATIONAL MOTION PICTURE EXPOSITION "THE CRIPPLED HAND," featuring Ella Hal and Robert Leonard—supported by a brillian cast, including Gladys Brockwell and other stars

g Gladys Brockwell and other stars. Also "THE EYE OF GOD," featuring Tyrone Power and Lois Weber. No charge for admission to see these BLUEBIRD FEATURES. They're free to all. COME—Don't Miss It. It will be a wonderful day with many new and novel sights the public have never seen before. Come to the BLUEBIRD BOOTH No. 5 first. And be sure to see these two wonderful BLUEBIRD PRODUCTIONS.

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HARRIS WEST 42 ST Evenings at A 15

ANGLIN - BLINN A WOMAN OF IMPORTANCE

ALONGACRE Male Well & Sal. 2

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THE GREAT LOVER

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CECOHAN REVUE 1916

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GEO. COHAN'S Haray

NEW YORK'S LEADING THEATRES AND SUCCESSES NEW AMSTERDAM WEST 45 ST

"RIO GRANDE" LYCEUM B'way, 45 St. Evenings 8:00 Charles Frohman, David Belance present The Heart of Wetona

GAIETY B'way, 46th St. Evgs. \$ 20. MRS. FISKE It's all about the Pennsylvania Dutch in the funny little tewn of Reinhartz. Pa. Erstwhile Susan

HUDSON WEST 44TH ST. Ees at 8:20. The Cinderella Man Mitzi

CANDLER THEATRE, Matiness Wed, and Sat., 2026. Justice Galsworthy's

LIBERTY WEST 43D ST. Even 8:15 Sharp.

JULIA DONALD JOSEPH
MADERSON BRIAN CAWTHORN
B the Trumphant S Y B L

MARGARET

The Melody of Youth / CENTURY MY METROPOLITAN OPERA MAY 19th & 20th LAMBS STAR GAMBOL AUCTION SALE OF SEATS AT THE

dson Theatre, TO-DAY at 3 P. M.

COMMON CLAY



STANDARD BY ST TWICE 2.15 INCL.
DAILY 8.15 SUNDAY ALL MATINEES 25c & 50c. EVES., 25c, 50c, 75c, \$1.00. tively ends Saturday, May 20. TRIANGLE FILM CORP.
Presents W. S. HART in
"THE PRIMAL LURE",
FORD STERLING, "THE
SNOW CURE."

RAMONA RELIGIOUS NOTICES.

OVER 117,000,000! AMERICAN BIBLE SOCIETY CENTENNIAL CELEBRATION

CARNEGIE HALL, MAY 9, 1916, at 8 P. M.

Hon. JOSEPH H. CHOATE, LL. D., Presiding. Addresses by Rev. Dr. Edward C. Moore, President American Board; Rev. Arthur Taylor, M. A., Secretary British and Foreign Bible Society; and Rev. Dr. W. A. Quayle, Bishop of Methodist Church, and others.

Greetings from Home and Foreign Mission Boards and Bible Societies. The public invited. Admission free. Reserved Seats from Secretary, House, Astor Place and Ninth Street.

PRAISE SOTHERN

The programme opened with the Bee- Actor and Miss Marlowe Honored by 900 at Club Dinner.

SPEAKERS THINK

Brisbane and Cockran Get Extra Periods to Laud Life and Works of Stars.

Not to be outdone by the Civic Forum, the Twilight Club dedicated its came 712th dinner, given at the Hotel Biltpearian tercentenary celebration.

It was the largest dinner ever held

lowe with the great feminists, saying:
"She has made the whole world recognize woman. She has done the greatest thing that can be done—she has stimulated thought." Mr. Sothern, he continued, had added honor and glory to the great name of his father. "What rarely happens, the son of a great man has himself become great. Far from being blinded by his father's greatness, he has been led on to a great work by his father's light."

Mr. Brisbane was the first to voice the belief that the retirement of Mr. Brisbane was the first to voice the belief that the retirement of Mr. David Warfield and Richard Waldo.

Stuart Blackton, Jane Cowl, C. L. Collins, Clarkson Cowl, Newcomb Carlot, Owen Davis, Justice Charles Guy, president of the organization; Lyn tartley Manners, I. F. Marcosson, Walter Pulitzer, Rose Pastor Stokes, F. D. Tuttle, David Warfield and Richard Waldo.

Stuart Blackton, Jane Cowl, C. L. Gollins, Clarkson Cowl, Newcomb Carlot, Owen Davis, Justice Charles Guy, president of the organization; Lyn tartley Manners, I. F. Marcosson, Walter Pulitzer, Rose Pastor Stokes, F. D. Tuttle, David Warfield and Richard Waldo.



York "DIE G'SCHAMIGE" and Nig ARNOLD KORF and MIZI GIZI to \$1.00 Mathers Sat and Sunday.

Punch & Judy 48th, E. of Plany Charles Hopkins TREASURE ISLAND Mate. Fri. & Sat., 2:00, Circle 1: ORCHESTRA \$2.50, \$2, \$1.50 & \$1. PALACE MENTY BESSIE A HEATH CLAYTON ROCK A WHITE. LEW DOCKSTAGER. Ceell Cuningham. Dooley & Sales. etc.

CORT Arnold DALY BROADWAY THEATRE VALENTINE GRANT INNOCENT LIE.

WASHINGTON SQ. PLAYERS

COLUMBIA. Twice Daily. THE MERRY Pop. Prices ROUNDERS. COME TO BOHEMIA AST LOU-TELLEGEN A KING OF NOWHERE

PRINCESS A5th, treat B'stay, Evenings 8 20 VERY GOOD EDDIE THE BLUE PARADISE WITH CECTLE Irene Fenwick in The Co-Respondent 48TH ST. THEA. Just E. of B'way. Evs. 8 JUST A WOMAN KATINKA

SHUBERT THEATRE Man Wed A Sur. 2. SOTHERN WERE KING Cathedral of

Saint John the Divine Recital of sacred music by the combined choirs of the Musical Art Society and the Cathedral. Cond. Mr. Frank Damrosch & Tuesday Ev'g, May 9th, at 8:15

RELIGIOUS NOTICES. PROTESTANT EPISCOPAL. CATHEDRAL OF ST. JOHN THE DIVINE,
Amsterdam Ave. & Hith Street.
SERVICE OF BREAKING GROUND FOR
THE NAVE AT 4 P. M. TO-DAY.
All are invited. No tickets are required.

and Mrs. Sothern would not be permanent. "MARIA ROSA" manent.

"They are like two enthusiastic whales, which were swinging around in the lovely water, spouting columns, when they happened to meet. 'My, you're a wonderful whale!' each said; 'the ocean has nothing for me now that I've met you. Let's climb on this smooth rock England and forget everything but each other.' I'm certain whales act just like that. I'm certain they'll go back into the water."

Telis of Other Farewells.

EAKERS THINK

THEY WILL RETURN

Francis Wilson took up where Mr.
Brisbane left off, saying: "As has been hinted, people as young as thiswhite why, they're mere children! will never be content with one farewell. Look at Adelina Patti and Forbes-Robertson!

Brisbane left off, saying: "As has been hinted, people as young as thiswhite why, they're mere children! will never be content with one farewell. WHY, SIMPLY SUPERB WHY, SIMPLY SUPERB

> The Story of a Girl Who Had Two Lovers, One of Whom Was a Villain.

ertson!

"Once having lived and loved in America is always to be dissatisfied with any place else. So we are not to be surprised if on some rainy afternoon—and how it can rain in England—if our Romeo Edward should turn to his Juliet Julia and say in his melodious voice, 'Oh, Jule! let's beat it for home!' It'll be a happy day for them and a happier one for us."

Bourke Cockran took the floor and from a general discussion of the drama, Maria Rosa was a peasant a Cata from a general discussion of the drama, lonian peasant who were size 13 ear-Forum, the Twilight Club dedicated its came on down to a critical dissertation on Shakespeare's villains. He closed more last night, to Julia Marlowe and Edward H. Sothern, whose retirement from the stage this year marks the single and incident in the Shakespeare's North and belongs to Mr. Sothern as his wife, she longs to Mr. Sothern as his wife, she is ours and all the world's as a great of a day and to lift them back at sunsage of a day and to is ours and all the world's as a great of a day and to lift them back at sun-express her scattment in the gift of a artist."

set. Sometimes It was Andres and pair of moccasins. Hart discovers her

Miss Taylor Raps Brisbane.

Laurette Taylor, introduced as "the continued, the hasher the sone were present. Daniel Frohman was toastmaster, sitting between the it two henored guests, and the long list of distinguished speakers included the Arthur Brisbane. James K. Hackett, and the long list of distinguished speakers included the Arthur Brisbane and Meritary and the sole and shining light and an almost unanimous belief that they was dearer as "one of the high lights in the history of the American stage, and the sole and shining light among American an Farker speakers.

Arthur Brisbane classed Miss Maroes career as "one of the high lights in the history of the American stage, and the sole and shining light among American an Shakespearian actresses."

Arthur Brisbane classed Miss Maroes career as "one of the high lights in the history of the American stage, and the sole and shining light among American Shakespearian actresses."

Arthur Brisbane actives continued the speakers, Mr. Frohman referred to his soleleague. It was both. Maria vastly prefered to have them lifted by Andres quently it was both. Maria vastly prefered to have them lifted by Andres quently it was both. Maria vastly prefered to have them lifted by Andres quently it was both. Maria vastly prefered to have them lifted by Andres quently it was both. Maria vastly prefered to have them lifted by Andres quently it was both. Maria vastly prefered to have them lifted by Andres the wolk of the guardent handometry, and which we have the market place was Pedro. Also in the market place of the has her deading of the stage of the stage of the stage of the west of the Marcery Wilson, as the was alloted to have them lifted by Andres was the guestly and the prefered to have the

The Most Screenford Shent Drama Every Person Over 14
Presented Every Person Over 14
Continuous GLOBE Broay A 46 St 25 & 50c. (No. Children Admitted.)

LOEW'S NEW YORK THEATER Combined Capacity 2.000. Prives 16. Continuous Research Processor. See Standard Processor. See Standard Processor. See Standard Processor. See Standard Raine Raine A. Meyer, as Melegarder. The play was translated and adapted by Mr. Roeder, who has apparently done form 2 F.M. R. Weithalt in The Birth of a Mail. Grand Price Grand-Symphony Orchestra.

Loew's American Roof Add St. Ash Attandard Friday. H. R. Weithalt in The Birth of a Mail. Grand Price Grand-Symphony Orchestra.

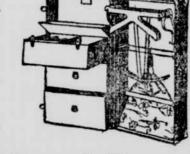
Loew's American Roof Add St. Ash Attandard Friday. H. R. Weithalt in The Birth of a Mail. Grand Price Grand-Symphony Orchestra.

Loew's American Roof Add St. Ash Attandard Friday. Major A The RESERVED. 25c. 35c. Soc. Marchest Processor. Major A The RESERVED. 25c. 35c. Soc. Marchest Processor. Strong City. The remainder Meetings to see they of the Westley, as of the Westley, as and Raiph Reeder, as Meleandre. Then things happened. Maria, keep-Inc. and Raiph Reeder, as Meleandre. Then things happened. Maria, keep-Inc. and Raiph Reeder, as Meleandre. Then things happened. Maria, keep-Inc. and Raiph Reeder, as Meleandre. Then things happened. Maria, keep-Inc. and Raiph Reeder, as Meleandre. Then things happened. Maria, keep-Inc. and Raiph Reeder, as Meleandre. Then things happened. Maria, keep-Inc. and Raiph Reeder, as Meleandre. Then things happened. Maria, keep-Inc. and Raiph Reeder, as Meleandre. Then things happened. Maria, keep-Inc. and Raiph Reeder, as Meleandre. Then things happened. Maria, keep-Inc. and Raiph Reeder, as Meleandre. Then things happened. Maria, keep-Inc. and Raiph Reeder, as Meleandre. Then things happened. Maria, keep-Inc. and Raiph Reeder, as Meleandre. Then things happened were for the lines. The play was translated and adapted by Mr. Roeder, who has apparently done to the was apparently done to the fact that the secret, returned to the main room

# Announcing the Arrival of a Famous Traveler

It took us a good long while to find the sort of trunk we wanted to offer our customers-because we insisted upon such high quality at a reasonable price-

But we think we've got



# Wallach Travel-Ease Wardrobe Trunk \$18

It's as roomy and convenient as your own closet. Stands 40 inches high, of three-ply veneer-smooth fibre covered-edges and corners reinforced. Inside there's a place for everything. Your clothes keep fresh, clean and unwrinkled-and you save money on tailors' bills while journeying.

Broadway, below Chambers Third Ave., Cor 122d Open Broadway, Cor. 29th 246-248 West 125th Evenings. The Home of Hart, Schaffner & Marx Clothes

Miss Farrar's third picture and fits her neatly. As the love-tossed Maria she is really superb, and receives ex-pert assistance from Pedro de Cordoba.

AT THE STRAND

Pert assistance from Pedro de Cordoba, as the false lover, and Wallace Reid, as the false lover, and Wallace Reid, as the true. The result is a really fine offering, despite the fact that the story is rather obvious.

"Maria Rosa" once did duty as a regular Broadway attraction, with Miss Farrar's Mr. Tellegen in the role of the fall of t

Programmes of the Week

at Other Picture Theatres Honors on this week's programme at the Rialto Theatre go to a two-reel

Keystone, "The Snow Cure," which has nore laughs than a George M. Cohan comedy. The swimming pool of a sana torium for gouty fat men provides the background for a series of uproarious incidents. The doctor's never-fail cure for the lameness of his patients is to have them pursued by a trained bear. and from this fact springs the humor Ford Sterling, Fritz Schade and Marie

Manley are the principals.

W. S. Hart, the well known Western Miss Taylor Raps Brisbane.

Laurette Taylor, introduced as "the compliment handsomely, and won every me with her charm. After expressing for deep and lifelong admiration for diss Marlowe, Miss Taylor took a sly lig at Mr. Brisbane.

set. Sometimes it was Andres and sometimes her was Ramon, but more frequently it was both. Maria vastly prequently it was both. Maria vastly preferred to have them lifted by Andres of a credit book. He has her thrown into the guardhouse. Later she is released, and, although her love has an understanding.

Also in the market place was Pedro, the property is a start discovers her in the act of putting them in his desk and associates her presence with the loss of a credit book. He has her thrown into the guardhouse. Later she is released, and, although her love has an dassociates her presence with the loss of a credit book. He has her thrown into the guardhouse. Later she is released, and, although her love has an dassociates her presence with the loss of a credit book. He has her thrown into the guardhouse. Later she is released, and, although her love has an understanding.

Also in the market place was Pedro, the property is the story in the act of putting them in his desk and associates her presence with the loss of a credit book. He has her thrown into the guardhouse. Later she is released, and although her love has the story in the act of putting them in his desk and associates her presence with the loss of a credit book. He has her thrown into the guardhouse is released, and although her love has the story in the act of putting them in his desk and associates her presence with the loss of a credit book. He has her thrown into the guardhouse is released, and although her love has the story in the act of putting them in his desk and a second the story in the act of putting them in his desk and associates her presenc

With Andres out of the way, the false Ramon was a regular caller at Maria's house. But Maria would have naught of him, having sworn that while Andres lived he alone would occupied and the subject of th

Added.

MAETERLINCK PLAY GIVEN.

12 EAST 31st,
Just Off Fifth Avenue.
Special rates for the summer.
EUROPEAN PLAN

2 Rooms and bath from \$3.50 per day; from \$21.00 per week.
AMERICAN PLAN

2 Rooms and bath, for two, \$5.50 per day; from \$25.00 per week.
Under same management as Knott
Washington Square botels.

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14th Street, near Fourth Avenue.

14th Street, near Fourth Avenue.

The Mac Scandingth Special rates for the summer.

14th Street, near Fourth Avenue.

The Mac Scandingth Special rates for the summer.

14th Street, near Fourth Avenue.

The Mac Scandingth Special rates for the summer.

15th Mac Scandingth Special rates for the sum

Lou-Tellegen, in "The King of No-acci-acci-That at the Thirty-ninth Street Theatre Sat-

For the minstrel first part of the Friars' Frolic Abbet George Cohan has obtained the services of six sets of end men whose names read like signboards. Cohan will himself occupy one end, opposite Frank Tinney, and the other stars include Louis Mann, Irving Berlin, Andrew Mack, Neil O'Brien, Max Figman, Hap Ward, Lew Dockstader, George Primrose, George Sidney, John King, Felix Adler, Eddie Garvie, Jack Wilson and Will Rogers. Jerry J. Cohan will act as interlocutor, alternating with Fred Niblo, James J. Corbett, Julius Tannen, Charles J. Ross and George Dougherty.

Bird Millman, wire walker, last sea-son a circus feature, has been added to the Ziegfeld Follies cast.

Six hundred poor children will see "The Tempest" at the Century Theatre every night this week as the result of the fund started by Clarence H. Mackay to provide free seats, for youngsters who could not afford even the 10-cent price quoted by the Drama Society for school parties. By spontaneous contribution this free ticket fund has been increased to \$895, fortywo contributors having sent in checks. two contributors having sent in checks.

The Australian tour of "Peg o' My Heart," under the management of J. and N. Tait, opened at the Palace Theatre, Sydney, on April 15. Sara Allgood, who played with the Irish Players in this country, was seen as Peg.

At the Actors' Fund benefit at the Metropolitan Opera House Tuesday afternoon, May 16, Geraldine Farrar and Antonio Scotti will appear in the second act of "Madame Butterfly," with the full Metropolitan orchestra.

George Beban arrived in New York last week to take charge of the new Ince film spectacle "Civilization."

Elisabeth Marbury announces that Jet Hahlo, associated with her for eight years, will henceforth act as junior partner in the general conduct of her business.

"The Passing Show of 1916," which will have a Winter Garden premiere early in June, will go into rehearsal under the direction of J. C. Huffman

York next month.



Conducted by Samuel Hopkins Adams.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats-and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences-pleasant or unpleasant-with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld-as you prefer, but must be signed, or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

Your column has interested me since its very inception. At first I sw in it a potent influence in the fight for better advertising, and I spoiced that I was about to see one of my pet theories worked out on a big scale. And at first I was more than satisfied.

But methinks I see a change. From an earnest endeavor to purge your paper's columns of undesirable advertising matter, and from a serious, whole-hearted attempt to warn the public against harmful drugs and worthless merchandise, your Ad-Visor column seems to have degenerated into a shamming, self-righteous and often unnecessarily caustic expression of assumed virtue—with publicity for your paper as its goal.

Mark you, I am not denying your right to investigate and expose cases of deliberate fraud. But I do claim that the overbearing attitude, the impolite insinuations, the cheap humor, which daily can be read in your column are unnecessary and impolitic for the prosecution of your

The recent polite letter from B. Altman & Co., in which they made the "request that you refrain from the use of the name of B. Altman & Co." in any sort of letter in your column, seemed to me in thing more than a move by an intelligent business manager to avoid unregulated publicity.

HENRY D. ELLENBOGEN.

Precisely, Mr. Ellenbogen. Your last shot has hit the bull's-eye. "To avoid unregulated publicity," was, according to The Tribune's interpretation of the Altman letter, the Altman purpose. In other words, to regulate publicity in The Tribune. The Tribune prefers to regulate its own publicity without interference from advertisers. Hence the parting from

went to the Hippodrome, approached one of the box offices and I went to the hippogrome, approached one of the box offices and asked for two seats in the orchestra for that day's matinee performance. The man in the box office told me all he had left to give me were two seats in the sixteenth row, which, he added, is the last orchestra row. Not wishing to sit so far back, I declined them.

Therefore my friend and I went over to the United Booking Offices, Forty-second Street and Brondway, where folks have told me one can secure good seats for current attractions at an advanced price. The man in charge there informed me that while he had no seats for the Hippodrome matinee performance he would telephone over and see what could be done. This he did, in my presence, and then informed me that he had secured two seats, sixth row, centre. I paid him \$3 for two \$1 seats and, armed with an order, went back to the Hippodrome.

I approached the same box office; same man at the window, in addi-I approached the same box office; same man at the window, in addition to another gentleman; presented the order and received the two seats in the sixth row. Well, by this time I was rather angry at this method of doing business and said: "Why did you tell me but ten minutes ago all you had was the sixteenth row?" He said: "Madam, I had two in the sixth row, but over to the side, which seats we sell last." I replied: "I did not ask you for any definite location, but you said all you had was the sixteenth row. I shall write The Tribune about this." He then became very much flustered and said: "Take your order back to the U. B. O., get back your money, and I will give you these seats the order calls for at regular prices, \$1 each."

Needless test this I did not do as the U. B. O. had treated me

Needless to say, this I did not do, as the U. B. O. had treated me fairly, and it was not up to them to refund any money to me, which I seriously doubt they would have done.

Now, what is your opinion of such lame excuses for unfair dealings, and why can't the public get the same seats as the agencies without paying an advance in price? I will search your column with more interest than usual with the hope that this will receive your attention.

B. S. TREHARNE.

A volume could not expose more completely a practice of the theatres which, more than any other one thing, has exasperated the public against the theatrical business in general.

The educational value of your department has been demonstrated to me very forcibly in the last few weeks. Before coming South last November I purchased a pair of exceedingly nice russet Oxfords at Cammeyer's, on Fifth Avenue. After three month's very moderate wear one of the shoes split just below the cap, and the other showed signs of doing the same thing.

Now, a year ago I would have thrown the shoes away, declared myself "stung," and entered a black mark after Cammeyer's name in my mental directory, simply because it would not have occurred to me that any firm would be willing to make any adjustment after so long a time had passed. Instead, after reading The Ad-Visor for a year, I knew exactly "how to act." I wrote Cammeyer a note stating my case, and at the control of the shoes, and had passed. Instead, after reading the Advisor for a year, the exactly "how to act." I wrote Cammeyer a note stating my case, and at once received a courteous reply, asking me to send them the shoes, and they would endeavor to make a satisfactory settlement. On receipt of the shoes they wrote me that they could repair them to my satisfaction, they were confident, and would do so without charge. A week or so ago they were returned to me with entirely new vamps, and looking in every respect like new shoes. They had even added a new pair of silk laces. Needless to say I am now not only a satisfied, but a grateful customer. Both Cammeyer and I are gainers because of the good work of your column.

F. EDITH REEVE.

A very pleasant acknowledgment. To the best of The Ad-Visor's f, Cammeyer's was practising the policy of satisfaction to the cus-

ria, keepthe main wine he ruth this class she
As the As the reaches will be devoted to the fund in belief, Cammeyer's was practising the policy of satisfaction to tomer long before this department began to preach it as doctrine.

I would be more than pleased to receive information from providing it does not violate newspaper ethics. A short time ago I informed by reliable authority that The Herald publishes what I term "nhoney" Help Wanted ads Don't you think town would be the policy of satisfaction to tomer long before this department began to preach it as doctrine.

I would be more than pleased to receive information from providing it does not violate newspaper ethics. A short time ago I informed by reliable authority that The Herald publishes what I I would be more than pleased to receive information from you, providing it does not violate newspaper ethics. A short time ago I was informed by reliable authority that The Herald publishes what I may term "phoney" Help Wanted ads. Den't you think you would be doing those jobless men and women a great favor by saving them the money and the time they expend daily in answering worthless advertisements by exposing such a reprehensible practice, and, if The Herald has sinned, let it do penance?

I am not a member of the \*A. O. U., but wish to know what status. The Herald has among the news-getters of Manhattan and whether to discontinue reading it or not.

C. E. C. · Army of Unemployed.

So far as investigation and experience show, The Herald publishes any advertising not absolutely barred by law, which will pay its rates. It has no ascertainable standards of honesty, decency or fair play in its advertised columns. Its "classified" department, including the "help worked" is no assertion. wanted," is no exception.

I cannot advise C. E. C. to discontinue reading The Herald, but I can and do most earnestly advise him not to accept unquestioningly what he reads in its columns.

Why not some praise for the manufacturer who in nine cases out of every ten must bear the brunt of the retailers' generosity or good business policy in accepting return merchandise which has not given satisfaction? Let me cite an example: A well known department store buys a young man's suit from us at \$16.50, terms 10 per cent, thirty days (of course, it is bought in lot purchases), and I, having had about twenty-five years of clothing experience, know it is a good value. The suit is retailed at \$30.00—almost twice its cost price.

value. The suit is retailed at \$30.00—almost twice its cost price.

Most assuredly their customer is justified in expecting good wear, despite the fact that he knows he is paying \$5 for their label. After a few weeks' wear this customer is not satisfied with the qualities of this \$30 suit and advises the retailers to that effect. The retailers deserve no credit when they refund his money or (and I know this has been done) they permit him to choose another suit—perhaps one bought by them at \$12. Praise the manufacturer who receives the suit from the retailers with instructions to credit their account with \$16.50. The manufacturer is then forced to sell a suit well worth the \$16.50 to a second hand dealer for \$2 or \$3. The manufacturer, too, desires the fair treatment reputation, but with close competition and not desirous of losing the account he must accept the loss.

I do not desire to have manufacturers set the retailers' reject has

I do not desire to have manufacturers set the retailers' prices, but I certainly think the retailers "are getting away with it." Certainly the manufacturer is entitled to his share—sometimes the lion's share—of the credit in the case of adjustments. The reason he doesn't receive it is that he usually does not appear and does not wish to appear in the matter.

One reason why guarantees do not command the respect of the reading public may be found in the absurd "Guarantee of Advertising" from the "Baptist Record," of Jackson, Miss., herewith given.

# GUARANTEE OF ADVERTISING.

All the advertisements in this paper are, we believe, signed by trustworthy persons. To prove our faith by works, we will make good to actual subscribers any loss sustained in trusting advertisers who prove to be deliberate swindlers. We shall not attempt to adjust trifling disputes between subscribers and honorable business men who advertise, nor pay the debts of honest bankrupts. To make this guarantee effective, in all cases say in writing advertisers, "I saw your advertisement in Baptist Record," and if anything goes wrong, notify us immediately in writing.

LACORS & CO. ADV. MANAGERS.

JACOBS & CO., ADV. MANAGERS, Clinton, S. C.

Blanche Ring has leased her California home at Hollywood, near Los Angeles, to Geraidine Farrar for the summer. Miss Farrar is to continue her work as a screen star.

Anything could be safely published under that absurd fake, because Jacobs & Co. would be forced to make good only on proof that the advertiser was a "deliberate swindler." Just to show how far they can go, the advertising managers of this sweet-smelling religious (sic!) journal adnit the copy of that shameful and cruel fake, the Kellam Hospital, which claims to cure more than 90 per cent of cancer cases without the use of

Arthur Shirley, Lorraine Huling and Percy Standing have the leading roles in "The Fall of a Nation," the new journalism (of a sort) for his support. Some time ago he wrote a passionate letter to The Tribune, threatening it voluminously with a libel york next month.